

## Electronic Acknowledgement Receipt

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|---|---|
| <b>EFS ID:</b>                              | 11050222  |
| <b>Application Number:</b>                  | 10750451  |
| <b>International Application Number:</b>    |   |
| <b>Confirmation Number:</b>                 | 4989  |
| <b>Title of Invention:</b>                  | Suggesting and/or providing targeting criteria for advertisements |
| <b>First Named Inventor/Applicant Name:</b> | Ross Koningstein  |
| <b>Customer Number:</b>                     | 82402   |
| <b>Filer:</b>                               | John C. Pokotylo  |
| <b>Filer Authorized By:</b>                 |   |
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| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                                       |

### Payment information:

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|--|-----------------|
| Submitted with Payment                   | yes             |
| Payment Type                             | Deposit Account |
| Payment was successfully received in RAM | \$180           |
| RAM confirmation Number                  | 2221            |
| Deposit Account                          | 501049          |
| Authorized User                          |                 |

### File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/ Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|-----------|----------------------------------|------------------|------------------|
|                 |                      |           |                                  |                  |                  |

|   |  |                     |   |         |    |
|---|--|---------------------|---|---------|----|
| 1   | Transmittal Letter                                 | IDS_TRANSMITTAL.pdf | 152360<br>6f2117ad430084ad258c1537ff13ef700dcfa<br>bbb  | no      | 3  |
| <b>Warnings:</b>                                |  |                     |   |         |    |
| <b>Information:</b>                             |  |                     |   |         |    |
| 2   | Information Disclosure Statement (IDS) Form (SB08) | IDS_PTOSB08a.pdf    | 107775<br>08561c5e8ee0eb30f28baa8152be1c7d7c2<br>0f982  | no      | 1  |
| <b>Warnings:</b>                                |  |                     |   |         |    |
| <b>Information:</b>                             |  |                     |   |         |    |
| This is not an USPTO supplied IDS fillable form |  |                     |   |         |    |
| 3   | Foreign Reference                                  | Ref_EB.pdf          | 1964488<br>df0f8f440bac8fe7ed33f6dac5a91c8b95474<br>e43 | no      | 15 |
| <b>Warnings:</b>                                |  |                     |   |         |    |
| <b>Information:</b>                             |  |                     |   |         |    |
| 4   | Foreign Reference                                  | Ref_EC.pdf          | 762617<br>5aceeeccbdec5f5372202e01174b6a43e721<br>e509f | no      | 7  |
| <b>Warnings:</b>                                |  |                     |   |         |    |
| <b>Information:</b>                             |  |                     |   |         |    |
| 5   | Foreign Reference                                  | Ref_ED.pdf          | 348190<br>098ac5c5045769db379c35fb0260a12c1670<br>d6a6  | no      | 4  |
| <b>Warnings:</b>                                |  |                     |   |         |    |
| <b>Information:</b>                             |  |                     |   |         |    |
| 6   | Fee Worksheet (SB06)                               | fee-info.pdf        | 30269<br>eb47694dd3cfe1a1177fc2be69c74b1e3df6<br>7b9b   | no      | 2  |
| <b>Warnings:</b>                                |  |                     |   |         |    |
| <b>Information:</b>                             |  |                     |   |         |    |
| <b>Total Files Size (in bytes):</b>             |  |                     |   | 3365699 |    |

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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.